



SUNYADIRONDACK

# Events Services

Progress and Plans

# Outline- Past, Present, Future

- ▶ Events Coordinator hired April 2018
- ▶ 2018-2019: foundational work, execute new business  
Stages of progress: Build ➡ Test ➡ Run ➡ Assess
- ▶ 2019-2020: marketing efforts, maintain existing and seek new business  
Participate in 4DX
- ▶ Beyond 2020: solidify brand recognition, maintain existing regional business and seek business out of the region

# Events Services-The big picture

- ▶ Adirondack Agenda 2.0
  - ▶ Plan Element: Programs, Services, and Facilities
    - ▶ Strategic Goal: Effective and efficient use of modern technology and facilities
      - ▶ Institutional Measures of Success: “Other” sources of revenue (% of revenue sources in annual financial report)

Events Services’ purpose is to be a revenue generating arm for the College.

# Events Services

## Mission:

- Events Services at SUNY Adirondack's aim is to draw area organizations to use our facilities for a variety of events that align with the College's mission. The end goal is to meet the needs of customers and provide them with exceptional service. Doing so will develop a positive reputation for Events Services in the business community and foster lasting relationships that will ultimately lead to continuous event bookings and revenue generation. Revenue generated by Events Services will support the work of teaching and learning that drives the College's mission and help it accomplish its vision.

# Events Services

## Vision:

- Events Services at SUNY Adirondack is the preferred meeting and events service in the region, anchored by its Northwest Bay Conference Center, and generates a significant source of revenue for the College.

# Foundational Work 1- Policy and Procedure

- ▶ Create Business Plan
- ▶ Draft Facilities Use Policy
- ▶ Develop Marketing Materials and Northwest Bay Conference Center Branding



# Foundational Work 2- Partnerships

Interdepartmental work:

- ▶ Facilities
- ▶ IT
- ▶ Public Safety
- ▶ Budget Office
- ▶ Compliance
- ▶ FSA

# Foundational Work 3- Chartwells

- ▶ Photo shoot for marketing purposes
- ▶ Updated menus
- ▶ New display ware
- ▶ Elevated presentation





# Event Activity- 2018-2019 Fiscal Year

- ▶ 17 events in Northwest Bay Conference Center
- ▶ 18 repeat guests
- ▶ 60 events invoiced
- ▶ 68 event days



# Event Activity- 2018-2019 Fiscal Year

## Notable events:

- ▶ Adirondack Research Consortium's Forestry Roundtable
- ▶ Glens Falls National Bank Arrow Financial Board Meeting
- ▶ Goode and IREVA Volleyball Tournaments

## Frequent guests:

- ▶ Southern Adirondack Realtors- 3 events
- ▶ Upstate Agency- 3 events
- ▶ Irving Consumer Products- 6 events





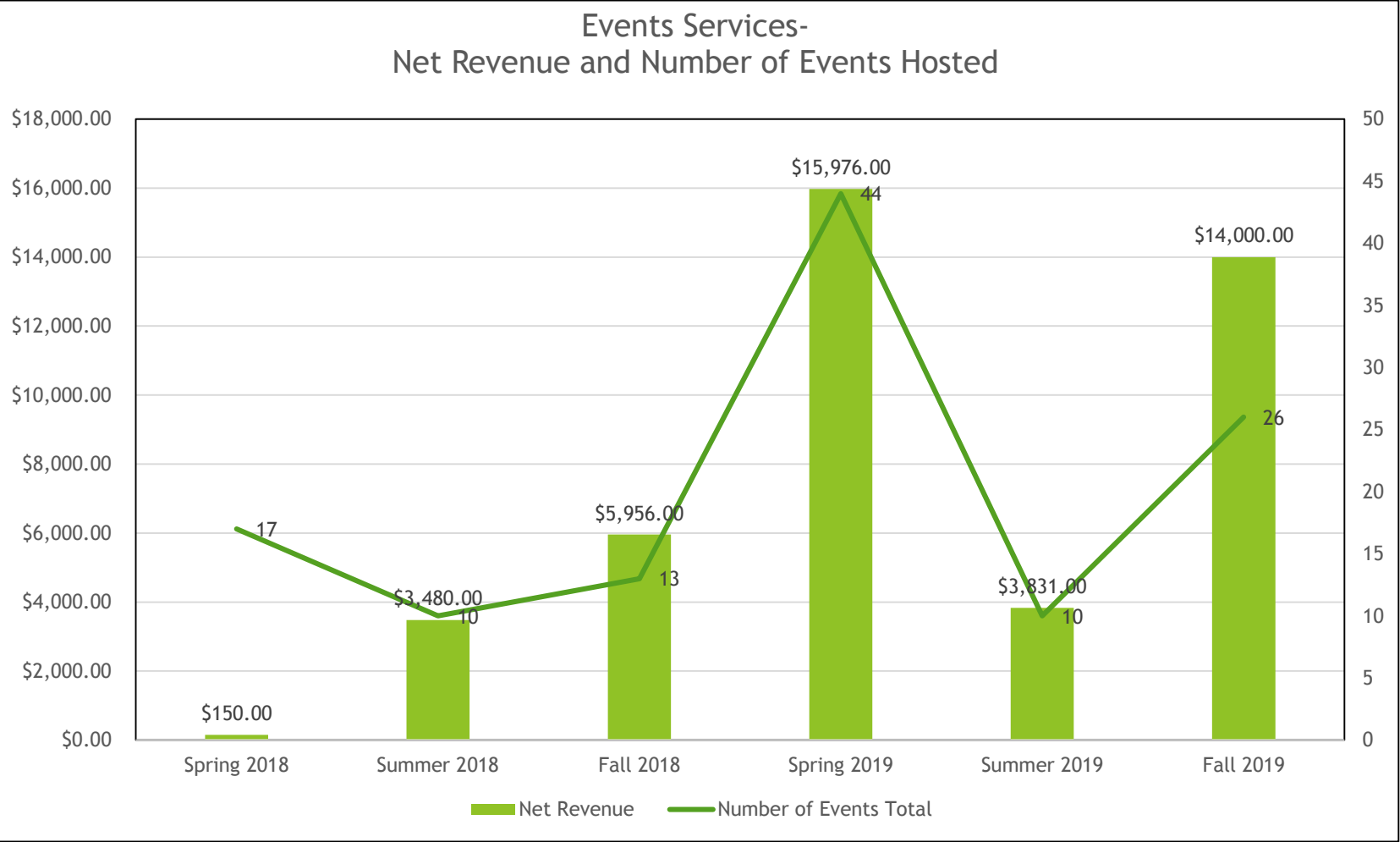
# Event Activity- 2018-2019 Fiscal Year

Notable events:

- ▶ The Post-Star's 20 Under 40
- ▶ Warren, Washington Counties Crime Victims Breakfast
- ▶ WSWHE BOCES Talent Unlimited



# Revenue- 2018-2019 Fiscal Year



Fall 2019 figures are estimated.

# Events Activity- 2019-2020 Fiscal Year

## Current Q1 Status:

- ▶ 9 events in Northwest Bay Conference Center
- ▶ 12 repeat guests
- ▶ 26 events to be invoiced September-December
- ▶ 27 event days (some days multiple events)
- ▶ \$3,200 in space rental revenue projected for September

# Event Activity- 2019-2020 Fiscal Year

Notable events:

- ▶ Adirondack Health Institute training
- ▶ Collaborative Cuisine at Seasoned
- ▶ The Post-Star's Stories of Honor

Additional Returning guests:

- ▶ NYS Department of Health
- ▶ NYS Unified Court Systems



## Stage 2 Work- 2019-2020 Fiscal Year

- ▶ Finalize and Implement Facilities Use Policy
- ▶ Expand Marketing Plan and Materials
- ▶ Create Standard Operating Procedures
- ▶ Implement guest satisfaction survey
- ▶ Participate in 4DX
- ▶ Spread the word

# 4DX Participation

- ▶ Events Services WIG is to increase space rental revenue for the Fall semester from \$0-\$10,000 by 12/31/19. We should surpass this goal.
- ▶ The lead measure for this WIG is conducting 15 marketing touchpoints a week.
- ▶ In 2018, \$5,955 in space rental revenue was earned during the Fall semester. We plan to double this and more.



# Guest Feedback



- ▶ “As usual, your team was great. Looking forward to next year.”
- ▶ “The pleasure was ours. Thank you for your help and flexibility. I am looking forward to working with you more in the future!”
- ▶ “We loved the space at SUNY Adirondack and will certainly be using it again for future trainings.”
- ▶ “The training room was great, and everyone was wonderful to work with.”
- ▶ “Everything was good, as always. Thanks for sharing your space with us.”

The background features abstract, overlapping green geometric shapes in various shades of green, creating a modern and dynamic look. The shapes are primarily triangles and polygons, some with thin white outlines.

# Thank you for your support!

## Questions?

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